

MEP • MANUFACTURING  
EXTENSION PARTNERSHIP



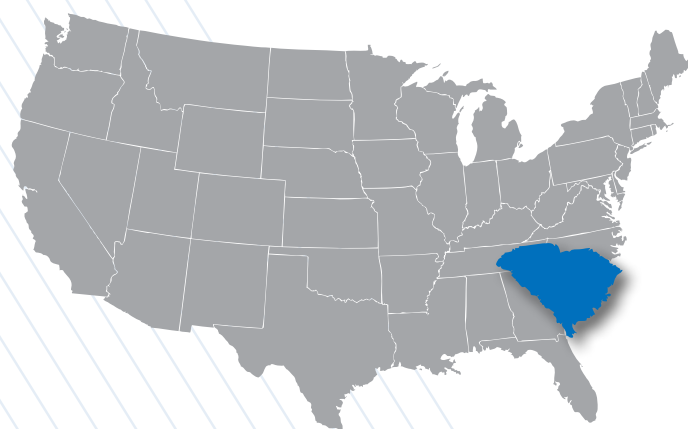
## South Carolina Manufacturing Extension Partnership

The South Carolina Manufacturing Extension Partnership (SCMEP), is a private, non-profit group that serves as a proven resource to South Carolina businesses, providing them with a range of innovative strategies and solutions to strengthen leadership, develop competencies, drive growth, and eliminate waste. If there's a single word SCMEP is most closely identified with, it's competitive. That's because SCMEP's focus is on supplying small to mid-size South Carolina companies with the education, tools and processes you need to be more competitive in today's increasingly demanding global economy.

The core of SCMEP's business improvement services is the no cost one-day Competitiveness Review, an assessment tool developed by SCMEP. The Competitiveness Review is a comprehensive on-site, systematic evaluation of a company's operations that enables SCMEP's Manufacturing Specialists to: Gain an understanding of the organization in order to identify the core issues limiting your success, and Determine which business improvement actions will help you to compete more effectively

### For more information, contact

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South Carolina

### MEP CLIENT IMPACTS

*Impacts are based on clients receiving service in FY2012*

Total Increased/  
Retained Sales



**\$51.6 Million**

Total Increased/  
Retained Jobs



**1,018**

New Client  
Investments



**\$31 Million**

# CLIENT SUCCESS: UEC ELECTRONICS

*“The SCMEP staff was innovative, responsive and easy to work with. After the website launch and initial e-blast campaign, our traffic increased tremendously. We have received excellent feedback from both existing and potential customers regarding our new website.”*

Rebecca Ufkes, President

## Online Campaign Boosts Company Growth

Founded in 1995, UEC is an award-winning, woman-owned small business. The company's engineering expertise includes: electrical, electronics, PWB/PCB layout, software development, mechanical, modeling, simulation and packaging. Manufacturing capabilities include complex electromechanical assembly, circuit card assembly, cable and wire harness assembly and system integration. UEC's quality management system is ISO 9001 and AS9100 registered, and the company's Dunn & Bradstreet rating of 3A1 places UEC in the top one percent of all business in the D&B databank. Further, UEC has continued to experience steady and organic growth at an average, annual rate of 15 percent over the past 15 years.

### *Situation:*

As a technology-driven company, UEC Electronics was keenly aware that its marketing campaigns should incorporate online strategies aimed at driving traffic to its website. UEC needed a way of using the Internet more effectively and efficiently. UEC needed to upgrade its website, launch an online promotional campaign, and drastically improve website traffic and leads.

### *Solution:*

UEC took advantage of the marketing expertise offered by the South Carolina Manufacturing Extension Partnership (SCMEP), a NIST MEP affiliate, and was able to fully outfit its website and launch a promotional campaign. SCMEP got started by leading the UEC team through exercises aimed at identifying target audiences, fine-tuning the marketing messages, and assessing the needs of existing and prospective customers. The plan was designed to promote the new website and ultimately create more leads. The deliverable from the growth acceleration sessions was a creative brief that described how the new website would look and function, as well as how the online promotional plan would drive traffic. UEC then tested the online strategy by presenting its new homepage and navigation to several customers as well as to an internal team before completing the build out.

The final step included site promotion on the major search engines, link building and email marketing. The website is now easier to update for the UEC staff with real-time information available for their customers to see. In addition to the ease of use for new customers, UEC posts all available employment opportunities for perspective employees to apply for. Potential employees can then return to review real-time status of their application.

### *Results:*

- \* Created 25 new jobs
- \* Increased sales by 30% (from \$14M to \$20M)
- \* 300% increase in website traffic
- \* Increased organic search engine rankings

## Created 25 new jobs